
FOR IMMEDIATE RELEASE



FOR INFORMATION CALL

March 28, 2007

Ald. Tony Zielinski
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MEDIA ADVISORY

Yield To Pedestrian Signs Will Boost Safety Along KK & Howell Aves. In Bay View

News Event Will Mark Installation of First KK Sign at 2:15 p.m. Tomorrow

Ald. Tony Zielinski will join business owners, residents and other city officials tomorrow (Thursday, March 29, 2007) during the official installation of yield to pedestrian signs on S. Kinnickinnic Ave. in Bay View. The event will take place at 2:15 p.m. at S. Lenox and S. Kinnickinnic. A similar event was held on Brady St. when it received its first fluorescent yellow "Yield to Pedestrian" signs. **Good visual opportunities should abound, and media coverage is invited.**

Ald. Zielinski said the installation at the KK intersection tomorrow will mark the first of several such signs to be installed during the next week in the 14th Aldermanic District. "More than a dozen yield to pedestrian signs will be going up on South Kinnickinnic and on South Howell Avenue in Bay View," he said. "With so many people – young and old – walking to stores, to schools and to shops along both streets, it's critical for us to have pedestrian crossings that are safe."

The yield signs – found in the city only on Brady St. and Downer Ave. to date – have proven to be extremely effective in Milwaukee and Whitefish Bay (where they are found along E. Silver Spring Dr.), Ald. Zielinski said. For example, city findings showed that prior to installing the signs, the yield compliance rates ranged from 4-8%, depending on the intersection. After the signs were installed the compliance rates increased to 12-26% the first year and went up to 34-43% percent the second year. "Those kinds of increases show these signs to be an incredible value in the fight to improve pedestrian safety, and also to educate and encourage motorists and pedestrians to comply with the law," he said.

WHAT: News event
WHEN: 2:15 p.m. Thursday, March 29th
WHERE: S. Lenox at S. Kinnickinnic

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